

## Objective

To apply my strong design, critical thinking, and problem solving skills as a Senior Manager of Design by helping to manage resources and project work and deliver innovative, effective, and user-optimized interface solutions across an array of platforms and devices, and be a champion for the practice of UX.

## Key Skills & Interests

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| <ul style="list-style-type: none"><li>• UX Leadership</li><li>• UX Strategic planning</li><li>• Resource / Deliverable management</li><li>• Mobile, responsive design</li></ul> | <ul style="list-style-type: none"><li>• Agile Methodology</li><li>• Interactive design</li><li>• Iterative prototyping</li><li>• Requirements Writing</li><li>• Style Guides creation</li><li>• User research &amp; testing</li></ul> | <b>Software Proficiency:</b> <ul style="list-style-type: none"><li>• Axure</li><li>• OmniGraffle</li><li>• Balsamiq</li><li>• Adobe Suite: Photoshop, Illustrator, InDesign</li></ul> |
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## Professional Development

### State Farm • User Experience Lead • Dunwoody, GA (2015 – Present)

- Help to define direction and strategy of UX practice at State Farm
- Ensure proper execution of UX strategy on projects
- Management of UX resources and quality and timeliness of deliverables (design, content, etc.)
- Fostering a creative and collaborative work environment, both internally and with our partners
- Extensive work using Agile methodology
- Work in both responsive web and native app (Android and iOS)
- Leading real-time collaboration efforts with remotely located teams - e.g., design sessions
- Quick turnaround and iteration of wireframes, often in real-time with development partners
- Extensive Axure prototyping
- Mentoring and teaching experience – Axure training, and actively serving in a mentor role

### The Coca-Cola Company • User Experience Analyst • Atlanta, GA (2011 – 2015)

- User Experience lead for intranet portal site, and other internal sites and apps
- Developed user-oriented designs of company websites, mobile apps, internal tools
- Worked with a wide array of internal clients (IT, HR, Finance, etc.) on a different platforms
- Conducted user interviews, usability testing, focus groups, surveys to understand the needs of end users to apply them to create intuitive and optimized solutions
- Wrote and interpreted design requirements; and technical design specifications (style guides)

### S. A. Technologies • Research Associate II • Marietta, GA (2009 – 2011)

- Designed interfaces for large displays as well as for mobile devices.
- Wrote and interpreted design requirements; and technical design specifications (style guides).
- Research experience on projects dealing with SA measurement, testing, and validation.
- Conducted user interviews to analyze and understand operators' needs prior to design.

2008 - 2009

Clarkson University • Assistant Professor • Potsdam, NY

## Education & Development

Postdoctoral Research Associate, Duke University, 2007 - 2008

Ph. D. in Cognitive Psychology, The University of North Carolina at Chapel Hill, 2007

M. A. in Cognitive Psychology, The University of North Carolina at Chapel Hill, 2004

B. S. in Psychology, Virginia Polytechnic Institute and State University, 2001